

Privacy Statement

The ground transportation services offered via the Booking.com website are operated by Booking.com Transport Ltd under the Booking.com brand. Booking.com Transport Ltd and Booking.com are both independent data controllers of your personal data. The Booking.com Privacy Statement can be found [here](#).

First things first – your privacy is important to us. That might be the kind of thing all these notices say, but we mean it. You place your trust in us by using Booking.com Transport Limited services and we value that trust. That means we're committed to protecting and safeguarding any personal data you give us. We act in our customers' best interests and we are transparent about the processing of your personal data.

This document explains how we use and process your personal data, provided in a readable and transparent manner. It also tells you what rights you can exercise in relation to your personal data (such as the right to object) and how you can contact us. Please also read our [Cookie Statement](#), which tells you how Booking.com Transport Limited uses cookies and other similar technologies.

If you've used us before, you know that Booking.com Transport Limited offers online ground transportation services including ancillary products and services through our own websites, as well as other online platforms such as partners' websites and social media. We'd like to point out that all the information you are about to read, generally applies to not one, not two, but all of these platforms. In fact, this single Privacy Statement applies to any kind of customer information we collect through all of the above platforms or by any other means connected to these platforms (such as when you contact our customer service team by email).

If you are one of our business partners, make sure to also check out our [Privacy Statement for Business Partners](#) to understand how personal data is further processed as part of the business relationship.

We might amend the Privacy Statement from time to time, so we recommend you visit this page occasionally to make sure you know where you stand.

Personal data you give us

We can't help you make a booking without information, so when you use our services there are certain things we ask for. This is typically routine information – your name, email address, phone number, your payment information and pick up and drop off address (if you book a journey such as a car or an airport transfer). We might also ask for your date of birth (or age range for some public transport tickets eg: child or senior tickets) and the names of any additional passengers.

In addition to this, we collect information from the computer, phone, tablet or other device you use to access our services. This includes the IP address, the browser you're using and your language settings. There are also situations where we receive information about you from others or when we automatically collect other information.

This is the general overview but if you'd like to know more about the information we collect, we go into more detail below.

Booking.com Transport Limited collects and uses information you provide to us. When you make a booking, you are (at a minimum) asked for your name, email address, phone number, payment information and pick

up and drop off address (when you have booked an airport transfer, for example). We might also ask for your flight number, date of birth (or age range for certain types of public transport tickets eg: senior ticket) and the names of any additional passengers.

If you need to get in touch with our customer service team, or reach out to us in a different way (such as social media) we will collect information from you there, too. This applies whether you are contacting us with feedback or asking for help using our services.

You might also be invited to write a review or to provide feedback to help inform other users or the ground transportation suppliers about your experience. When you write a review or complete a customer survey, we'll collect any information you've included, along with your display name and booking ID. We may share the review and your booking ID with the ground transportation supplier for quality management purposes.

If you create a user account, we'll also store your personal settings and reviews of previous bookings. This saved data can be used to help you plan and manage future bookings or benefit from other features only available to account holders (such as incentives or other benefits).

We may offer you referral programs or sweepstakes and participating in these will mean providing us with relevant personal data.

Personal data you give us about others

Of course, you might not simply be making a booking for yourself. You might add someone as an additional passenger, or you might make a booking on behalf of someone else, for example, a friend, family member or colleague. In both those scenarios, you will provide their details as part of the booking.

In some cases, you might use Booking.com Transport Limited to share information with others. This can take the form of participating in a referral programme, as described when you use the relevant feature.

At this point, we have to make it clear that it's your responsibility to ensure that the person or people you have provided personal data about are aware that you've done so, and that they have understood and accepted how Booking.com Transport Limited uses their information (as described in this Privacy Statement).

Personal data we collect automatically

Whether or not you end up making a booking, when you visit our websites or apps we automatically collect certain information. This includes your IP address, the date and time you accessed our services and information about your computer's hardware and software (such as the operating system, the internet browser used, software/application version data and your language settings). We also collect information about clicks and which pages have been shown to you.

If you're using a mobile device, we collect data that identifies the device, as well as data about your device-specific settings and characteristics, app crashes and other system activity. When you make a booking using this kind of device, our system registers how you made your booking (on which website), and/or which site you came from when you entered the Booking.com website or app.

Personal data we get from other companies

It's not just the things you tell us, though – we may also receive information about you from other sources. These include business partners, such as affiliate partners, subsidiaries of the Booking.com Transport Limited corporate group, affiliates of the Booking Holdings Inc corporate group and other independent third parties.

Anything we receive from these partners may be combined with information provided by you. For example, ground transportation services are not only made available via Booking.com and the Booking.com app but are also integrated into services of affiliate partners you can find online. When you use any of these services, you provide the booking details to our business partners who then forward your details to us.

We also integrate with third party service providers to facilitate payments. These service providers share payment information so we can administer and handle your booking, making sure everything goes as smoothly as possible for you.

Additionally, we collect information in the regrettable case that we receive a complaint from you or about you from a ground transportation supplier.

We may also receive information about you in order to show you more relevant ads, such as the additional cookie data Booking.com Transport Limited social media partners make available to us. Please read the section **Why do we collect and use your personal data?** for more information.

Ground transportation suppliers may share information about you with Booking.com Transport Limited too. This could happen if you have support questions about a pending booking, or if disputes or other issues arise about a booking.

Why do we collect and use your personal data?

The main reason we ask you for personal details is to help you organise your online bookings and ensure you get the best advice possible.

We also use your personal data to contact you about the latest deals, special offers and other products or services we think you might be interested in. There are other uses, too. If you'd like to find out what they are, read on for a more detailed explanation.

We use the information collected about you for a variety of purposes. Your personal data may be used in the following ways:

A. Bookings: First and foremost, we use your personal data to make and administer your booking, and to forward the necessary details to the company that provides your ground transportation (or other product or services), and for a car booking or airport transfer, to the driver providing the ground transportation. This includes sending you communications in relation to your booking, such as confirmations, modifications and reminders.

B. Customer service: We provide international customer service from our local offices in more than 40 languages, and we're here to help 24 hours a day, 7 days a week. Our international customer service teams need your details so they can help you make a booking, for example, or to reply to any queries you may have before, during or after your booking.

C. Account facilities: To make things easier, you can create a user account on our platforms. This involves giving us your personal data. We use the information you give us to administer this account, allowing you to

do a number of useful things. You can manage your bookings or other purchases, take advantage of special offers, and manage your personal settings and preferences. It also makes it easier to make future bookings. Managing personal settings gives you the ability to easily see journeys you've searched for and check information you've provided.

D. Marketing activities: We use your information for marketing activities. These activities include:

1. Using your contact information to send you regular news about our special offers, discounts and updates, including details of our travel-related products and services (and/or those of our group companies or affiliate business partners). You can unsubscribe from email marketing communications quickly, easily and at any time – just click the "unsubscribe" link in any email or visit our [Data Subject Request Portal](#).
2. Based on your information, individualised offers might be shown to you on our website, in mobile apps or on third-party websites/apps (including social media sites) and the content of the site displayed to you might be personalised. These could be offers that you can book directly on the website, on co-branded sites, or other third-party offers or products we think you might find interesting.
3. Contacting you by phone, email or SMS with information about products that you didn't include in your booking.
4. Inviting you to participate in promotional activities (such as sweepstakes, referral programmes or competitions). When you participate in other promotional activities (such as sweepstakes, referral programmes or competitions), only the relevant information will be used to administer these promotions.

E. Communicating with you: There may be other times when we get in touch, including by email, by post, by phone or by texting you. Which method we choose depends on the contact information you've previously shared. We process the communications you send to us. There could be a number of reasons for this, including:

1. Responding to and handling any requests you have made.
2. If you have started but not finished a booking online, we might contact you to invite you to continue with your booking. We believe that this additional service benefits you as it allows you to pick up the process where you left off without having to search for the ground transportation again or fill in your booking details again.
3. When you use our services, we might send you a questionnaire or invite you to provide a review about your experience with the ground transportation supplier.
4. Sending you other material related to your bookings, such as how to contact us (or another company such as the ground transportation supplier) if you need assistance during your booking, and information that we feel might be useful to you in planning or getting the best out of your ground transportation. We might also send you material related to upcoming bookings or a summary of previous ground transportation bookings you made.
5. Even if you don't have an upcoming booking, we may still need to send you other administrative messages, which may include security alerts.
6. Sending you a summary of your previous bookings.

F. Market research: We sometimes invite our customers to take part in market research. Please see the information that accompanies this kind of invitation to understand what personal data will be collected and how that data is used.

G. Improving our services: We also use personal data for analytical purposes and product improvement. This is part of our commitment to making our services better and enhancing the user experience. In this case, we use data for testing and troubleshooting purposes, as well as to generate statistics about our business. The main goal here is to get insights into how our services perform, how they are used, and ultimately to optimise and customise our website and apps, making them easier and more meaningful to use. As much as possible, we strive to use de-identified data for this analytical work.

H. Providing the best price applicable to you, depending on where you are based: When you search our apps or website to find ground transportation, we process your IP address to confirm whether you are in the European Economic Area (EEA) or in another country. We do this to offer you the best price for the region (EEA) or country (non-EEA) where you are based.

I. Customer reviews: During and after your booking, we might invite you to submit a review, a customer survey, or to give feedback on the service you received. This invite asks for information about the ground transportation company and your experience. Depending on the type of review you are invited to submit, you can choose to display a screen name next to your review, instead of your real name, and we may share your booking ID and the review with the ground transportation supplier for quality management purposes. By completing a review, you're agreeing that it can be displayed (as described in detail in our [Terms and Conditions](#)) on, for example, our platforms, on our mobile apps, on our social media accounts and social media apps, or other channels owned, hosted, used or controlled by Booking.com Transport Limited. This is to inform other customers about the quality of the ground transportation company you used and any other experiences you choose to share.

J. Call monitoring: During calls with our customer service team, live listening might be carried out or calls might be recorded for quality control and training purposes. This includes the usage of the recordings for the handling of complaints, legal claims and for fraud detection. Not all calls are recorded and recordings are kept for a limited amount of time before being automatically deleted unless Booking.com Transport Limited has determined before then that the recorded calls need to be retained for fraud investigation or legal purposes (as further described below).

K. Promotion of a safe and trustworthy service: To create a trustworthy environment for you, any additional travellers, Booking.com Transport Limited's business partners and ground transportation companies, we continuously analyse and use certain personal data to detect and prevent fraud and other illegal or unwanted activities. Similarly, we use personal data for risk assessment and security purposes, including when you report a safety concern, or for the authentication of users and bookings. When we do this, we may have to stop or put certain bookings on hold until we've finished our assessment.

L. Legal purposes: Finally, in certain cases, we may need to use your information to handle and resolve legal disputes, for regulatory investigations and compliance, to enforce our Terms and Conditions or to comply with lawful requests from law enforcement and other public authorities.

Providing your personal data to Booking.com Transport Limited is voluntary. However, we may only be able to provide you with certain services if we can collect some personal data. For instance, we can't process your booking if we don't collect your name, email address, phone number and payment details. If we use automation to process personal data which produces legal effects or significantly affects you, we will always implement the measures required to safeguard your rights and freedoms. This includes the right to obtain human intervention.

To process your personal data like this, we rely on the following legal grounds:

As applicable, for purpose A and B, Booking.com Transport Limited relies on the legal basis that the processing of personal data is necessary for the performance of a contract, specifically to finalise and administer your booking. For example, when you book ground transportation such as a car or airport transfer, we need to transfer your booking details to the company and the driver providing the ground transportation. If the required personal data is not provided, Booking.com Transport Limited cannot finalise the booking, nor can we provide customer service. In view of purposes C to K, Booking.com Transport Limited relies on its legitimate interest to provide its services, to prevent fraud and to improve its services (as set out more specifically under C to K).

When using personal data to serve Booking.com Transport Limited's or a third party's legitimate interests, Booking.com Transport Limited will always balance your rights and interests in the protection of your personal data against the rights and interests of Booking.com Transport Limited or those of the third party. For purpose L, Booking.com Transport Limited also relies, where applicable, on compliance with legal obligations (such as lawful law enforcement requests).

Finally, where needed under applicable law, Booking.com Transport Limited will obtain your consent prior to processing your personal data, including for email marketing purposes or as otherwise required by law.

If you wish to object to the processing set out under C to K and no opt-out mechanism is available to you directly (for example, on our [Data Subject Rights Portal](#) , please contact us at datarights@rentalcars.com, stating "Privacy" in the subject line.

What third parties do we share your personal data with – and why?

There are different parties integrated into Booking.com Transport Limited's services, in various ways and for various reasons. The primary reason we share your data is to supply the ground transportation company with the relevant information to complete your booking.

We also involve other parties to provide you with the Booking.com Transport Limited services. This includes, for example, financial institutions, advertisers, subsidiaries of the Booking.com Transport Limited corporate family and other affiliates of the Booking Holdings Inc corporate group. Or, in some cases, if we're required to by law, we might share your data with governmental or other authorities.

Below, we go into more detail about how the information you share with us is used and exchanged with these parties.

In certain circumstances, we'll share your personal data with third parties. These third parties include:

1. The ground transportation supplier you booked with: In order to complete your booking, we transfer relevant booking details to the company/companies supplying the ground transportation and/or other related products (including insurance) that you have requested. This is one of the most essential things we do for you.

Depending on the booking, the details we share can include your name, contact details (email, pick up and drop off address and phone number), date of birth (and/or age range for certain types of tickets eg: booking a child or senior ticket), flight number, and any other information or preferences you specified when you made your booking.

If you have a query about your booking, we may contact the ground transportation company for assistance with your request.

In case of booking or insurance related claims, disputes or any other kind of customer service issue, we may provide the ground transportation company with your contact details, including your email address and information about the booking process as well as the dispute itself, as needed to handle the dispute. This can include, but may not be limited to, a copy of your booking confirmation to demonstrate that a booking was actually made, as well as any information related to your complaint.

Please note that, sometimes, at the direction of the ground transportation company, we will need to share your personal data with parties related to the ground transportation company in order to finalise and administer your booking. These parties might include other entities of a ground transportation company's corporate group or service providers who are handling the data on the ground transportation company's behalf. Please be aware that any information you provide directly to the company/companies supplying your ground transportation and/or related products will be stored and used in accordance with their own privacy statement(s) and terms and conditions. Ground transportation companies will further process your personal data, outside of the control of Booking.com Transport Limited. They may also ask for additional personal data, for instance to provide additional services, or to comply with local restrictions. If available, please read the privacy statement of the ground transportation company to understand how they process your personal data.

2. Connectivity Providers: Please note that, sometimes, at the direction of the ground transportation company, we will need to share your personal data with connectivity providers related to and/or contracted by the ground transportation company in order to finalise and administer your reservation. Connectivity providers act on behalf of the ground transportation company.
3. Your local Booking.com Transport Limited office: To support the use of ground transportation services, your details may be shared with affiliates or subsidiaries of the Booking.com Transport Limited corporate group, including for customer service. To find out more about the Booking.com Transport Limited corporate group, visit [Bookingholdings.com](https://www.bookingholdings.com).
4. Third-party service providers: We use service providers from outside of the Booking.com Transport Limited corporate group to support us in providing our services. These include:
 - Customer support
 - Market research
 - Fraud detection and prevention (including anti-fraud screening)
 - Payment

We use third parties to process payments, handle chargebacks or provide billing collection services. When a chargeback is requested for your booking, either by you or by the holder of the credit card used to make your booking, we need to share certain booking details with the payment service provider and the relevant financial institution so they can handle the chargeback. This may also include a copy of your booking confirmation or the IP address used to make your booking. We may share information with relevant financial institutions, if we consider it strictly necessary for fraud detection and prevention purposes.

 - Marketing services

We share personal data with advertising partners, including your email address, as part of marketing Booking.com Transport Limited services via third parties (to ensure that relevant advertisements are shown to the right audience). We use techniques such as hashing to enable the matching of your email address with an existing customer database, so that your email address cannot be used for other purposes. For information on other personalised advertisements and your choices, please read our [Cookie Statement](#).

- Advertising partners

We use advertising partners, such as metasearch providers, to allow you to compare our offers with the offers of other companies. When you make a booking on our platform after using an advertising partner, we will send the details of the booking that you made on our platform to that partner. All service providers are required to continue to adequately safeguard your personal data.

5. Competent authorities: We disclose personal data to law enforcement to the extent that it is required by law or is strictly necessary for the prevention, detection or prosecution of criminal acts and fraud, or if we are legally obliged to do so. We may need to further disclose personal data to competent authorities to protect and defend our rights or properties, or the rights and properties of our business partners.

6. Our business partners: We work with many business partners around the world. These business partners distribute or advertise the Booking.com Transport Limited services, including the services and products of our business partners.

When you make a booking on one of our business partners' websites or apps, certain personal data that you give them, such as your name and email address, pick up and drop off address (which may be the same as your home address), payment details and other information, will be forwarded to us to finalise and manage your booking.

If customer service is provided by the business partner, Booking.com Transport Limited will share relevant booking details with them (as and when needed) in order to provide you with appropriate and efficient support.

When you make a booking through one of our business partners' websites, the business partners can receive certain parts of your personal data related to the specific booking and your interactions on these partner websites. This is for their commercial purposes. When you make a booking on a business partner's website, please also take the time to read their privacy statement to see how they process your personal data.

For fraud detection and prevention purposes, we may also exchange information about our users with business partners - but only when strictly necessary.

7. The Booking Holdings, Inc. corporate group: Please read [here](#) how we may share your personal data with the Booking Holdings Inc. corporate group.

Booking.com Transport Limited is a global business. The data that we collect from you, as described in this Privacy Statement, could be made accessible from, transferred to, or stored in countries which may not have the same data protection laws as the country in which you initially provided the information. In such cases, we will protect your data as described in this Privacy Statement.

This may also be applicable if you are in the European Economic Area (EEA). Countries to which your data could be transferred may not have laws that provide the same level of protection to your personal data as laws within the EEA. Where this is the case, we will put in place appropriate safeguards to ensure that such transfers comply with applicable UK data protection legislation.

In particular, when your data is transferred to third-party service providers, we establish and implement appropriate contractual, organisational and technical measures with such providers. In certain specific cases, we transfer your data outside the UK and/or EEA because this is necessary to conclude or fulfil the contract we have with you or is in your interest. For instance, when you make a reservation on our platforms or through a business partner, we may need to transfer your data to our supply partner or business partner, which might be located outside the EEA.

You can ask to see a copy of implemented safeguards (where possible) by contacting us at datarights@rentalcars.com.

How is your personal data shared within the Booking Holdings Inc. corporate group?

Booking.com Transport Limited is part of the Booking Holdings Inc. corporate group. More information is available at [Bookingholdings.com](https://www.bookingholdings.com). Read on to find out more about how your data may be shared within the Booking Holdings corporate group.

We may receive personal data about you from other companies in the Booking.com Holdings Inc. corporate group, or share your personal data with them, for the following purposes:

- A. To provide services (including to make, administer and manage bookings or handle payments) and administrative support;
- B. To provide customer service;
- C. To detect, prevent and investigate fraudulent, or other illegal activities and data breaches;
- D. For analytical and product improvement purposes;
- E. To provide personalised offers or send you marketing with your consent, or as otherwise permitted by applicable law;
- F. For hosting, technical support, overall maintenance and maintaining security of such shared data; and
- G. To ensure compliance with applicable laws.

As applicable and unless indicated otherwise, for purposes A to F, Booking.com Transport Limited relies on its legitimate interest to share and receive personal data. For example, we work closely with Booking.com to offer accommodation and attractions services to our customers. For purpose G, Booking.com Transport Limited relies, where applicable, on compliance with legal obligations (such as lawful law enforcement requests).

All companies within the Booking Holdings Inc. group of companies may need to exchange customer personal data to ensure all users are protected from fraudulent activities on its online platforms.

How do we make use of mobile devices?

We offer free apps, through which we also collect and process personal data. This works in much the same way as our website, but also allows you to benefit from the location services available on your mobile device(s).

We offer free apps for a range of different mobile devices, as well as versions of our regular website that have been optimised for browsing on a mobile and tablet.

These apps and mobile websites process the personal details you give us in much the same way as our website does.

With your consent, we may send you push notifications with information about your booking. You can also choose to grant us access to your location data or contact details in order to provide services you've requested. Please read your mobile device's instructions to understand how to change your setting and control the sharing of this category of data.

In order to optimise our services and marketing activities, and to make sure we give you consistent user experience, we use something known as 'cross-device tracking'. This can be done with or without the use of cookies. For more general information about cookies and other similar technologies, please see our [Cookie Statement](#).

With cross-device tracking, Booking.com Transport Limited is able to track user behaviour across multiple devices. As part of cross-device tracking, we may combine data collected from a particular browser or mobile device with data from another computer or device that is linked to it.

In order to optimise the content of the Booking.com newsletter, we combine searches and bookings made from different computers and devices. You can unsubscribe from the Booking.com newsletter at any time.

Personalised ads shown to you on other websites or in apps, can be offered based on your activities on linked computers and devices. By changing the cookie settings on your device (see our [Cookie Statement](#) and the link to the Cookie Portal) you can change your cross-device tracking settings for advertisement purposes. You should know that logging out of your Booking.com account doesn't mean that you will no longer receive personalised ads.

How do we make use of social media?

The use of social media may be integrated into Booking.com Transport Limited services in various ways. These will involve us collecting some of your personal data or the social media provider receiving some of your information. If you'd like to learn more about how this information is used and exchanged, read on.

At Booking.com Transport Limited, we use social media in different ways. We use it to promote our partners' travel-related products and services and to advertise, improve and facilitate our own services.

Note that the use of social media features can result in the exchange of personal data between Booking.com Transport Limited and the social media service provider, as we describe below. You are free not to use any of the social media features available to you.

We may maintain social media accounts and offer apps on several social media sites. Whenever you connect with Booking.com Transport Limited through social media, your social media service provider may allow you to share information with us. If you choose to share, you will generally be told by your social media provider which information will be shared.

When you register with a Booking.com Transport Limited social media app or connect to a social media messaging service without a Booking.com user account, the information you choose to share with us may include the basic information available in your social media profile (including your email address, status updates and a list of your contacts).

We'll use this information to help provide you with the service you requested – for example, to forward a message you want to send to your contacts, or to create a personalised user experience in the app or on our websites. It means that if you want us to, we can tailor our services to suit your needs, connecting you and your friends with the best ground transport companies and analysing and improving our travel-related services.

Your social media provider will be able to tell you more about how they use and process your data when you connect to Booking.com Transport Limited through them. This can include combining the personal data they collect when you use Booking.com Transport Limited through them with information they collect when you use other online platforms you have also linked to your social media account.

What security and retention procedures do we put in place to safeguard your personal data?

We have implemented a range of procedures to prevent unauthorised access to, and the misuse of, personal data that we process.

We have procedures in place to prevent unauthorised access to, and the misuse of, personal data.

We use appropriate business systems and procedures to protect and safeguard the personal data you give us. We also use security procedures and technical and physical restrictions for accessing and using the personal data on our servers. Only authorised personnel are permitted to access personal data in the course of their work.

We'll keep your personal data for as long as we have determined it's necessary to enable you to use our services or to provide our services to you (including maintaining any Booking.com user accounts you may have), to comply with applicable laws, resolve any disputes and otherwise to allow us to conduct our business, including to detect and prevent fraud or other illegal activities. All personal data we keep about you is covered by this Privacy Statement.

How do we treat the personal data of children?

We don't direct our services to children under the age of 16. For children younger than 16 years old, the use of any of our services is only allowed if accompanied by a parent or a guardian. We only process information about children with the consent of their parents or legal guardians, or when the information is shared with us by the parents or legal guardians themselves.

Our services aren't intended for children under 16 years old, and we'll never collect their data unless it's provided by (and with the consent of) a parent or guardian. The limited cases we might need to collect data include a customer service dispute or an insurance claim. Again, this will only be used and collected as provided by a parent or guardian and with their consent.

If we become aware that we've processed the information of a child under 16 years old without the valid consent of a parent or guardian, we will delete it.

How can you control the personal data you have given us?

You have the right to review the personal data we keep about you at any time. You can request access to or deletion of your personal data by submitting a request using our [Data Subject Access Portal](#). If you want to find out more about your rights to control your personal data, read on.

We want you to be in control of how your personal data is used by us. You can do this in the following ways:

1. You can ask us for a copy of the personal data we hold about you,
2. You can inform us of any changes to your personal data, or you can ask us to correct any of the personal data we hold about you. As explained below, you can make some of these changes directly online yourself when you have a user account,
3. In certain situations, you can ask us to erase, block, or restrict the processing of the personal data we hold about you, or object to particular ways in which we are using your personal data,
4. In certain situations, you can also ask us to send the personal data you have given us to a third party,
5. Where we are using your personal data on the basis of your consent, you are entitled to withdraw that consent at any time subject to applicable law, and
6. Where we process your personal data based on legitimate interest or the public interest, you have the right to object to that use of your personal data at any time, subject to applicable law.

We rely on you to make sure that your personal information is complete, accurate and current. Please do let us know about any changes to, or inaccuracies in, your personal information as soon as possible.

If you have a Booking.com user account, you can access a lot of your personal data through our website or apps. You'll generally find the option to add, update or remove information we have about you in your account settings.

If any of the personal data we have about you isn't accessible through our website or apps, you can send us a request.

If you want to exercise your right of correction, access, erasure or objection or if you do not want us to share your data with Booking.com, all you need to do is complete and submit the form found in the [Data Subject Access Portal](#). For any requests relating to this Privacy Statement, to exercise any of your other rights, or if you have a complaint, please contact our Data Protection Officer at dataprotectionofficer@rentalcars.com. You can also contact your local data protection authority if you have a complaint.

If you'd like to object to your personal data being processed on the basis of legitimate interest and there's no way to opt out directly, please contact us at dataprotectionofficer@rentalcars.com. If you'd like to contact us by post, please address it to the Data Protection Officer and use the following postal address: 6 Goods Yard Street, Manchester, M3 3BG, United Kingdom.

Requests from law enforcement should be submitted to lossprevention@rentalcars.com.

Who is responsible for the processing of personal data on our platforms?

Booking.com Transport Limited (trading as Rentalcars.com) located in the United Kingdom, controls the processing of personal data for the provision of its services. That includes its websites and mobile apps, except for some exceptions that are clarified in this Privacy Statement.

Booking Transport Limited (trading as Rentalcars.com) controls the processing of personal data, as described in this Privacy Statement, except where explicitly stated otherwise. Booking Transport Limited is

a private limited liability company, incorporated under the laws of the United Kingdom, and has offices at 6 Goods Yard Street, Manchester, M3 3BG, United Kingdom.

If you have any questions about this Privacy Statement, or about our processing of your personal data, please contact our Data Protection Officer at dataprotectionofficer@rentalcars.com, stating "Privacy" in the subject line and we'll get back to you as soon as possible. If you reside in the EU, you can still contact us, but you may also contact our EU Representative, Booking.com B.V., Herengracht 597, 1017 CE Amsterdam, the Netherlands at dataprotectionoffice@booking.com, and for related information or complaints you can also contact your local data protection authority using the channels it may make available.

For questions about a booking, please contact our customer service team through the [customer service contact page](#).

Country-specific provisions

Depending on the law that applies to you, we might be required to provide some additional information. If you'd like to know more, please read on.

For California Residents - California Law

This section supplements our Privacy Statement and only applies if you reside in the state of California. Where applicable, it describes how we use and process your personal information (the term used under the law) and explains your particular rights under California law.

We describe below the personal information we collect about you:

- A. Identifiers (e.g. your name, account number, email address, IP address, unique personal identifier)
- B. Financial, medical, or health insurance information (e.g. your bank account number, payment card number or medical information - if provided by you or on your behalf)
- C. Characteristics of protected classifications under California or federal law (e.g. your gender, religion or sexual orientation)
- D. Commercial information (e.g. your purchase information or purchase history)
- E. Internet or other electronic network activity information (e.g. information about your website or app usage)
- F. Geolocation data (e.g. your physical location)
- G. Visual information (e.g. any photographs you upload on your account)
- H. Inferences (e.g. analytics and preferences)
- I. Professional or employment-related information (e.g. employer and business travel details).
- J. Sensitive information (e.g. driver's licence, state identification or passport number, account sign-in details, communications between you and your ground transportation provider via Booking.com)

If you would like more information about the categories mentioned above, the specific types of personal information we collect, or the purposes for which we collect them, please read the sections of our Privacy

Statement titled "**Personal data you give us**", "**Personal data we collect automatically**" "**Personal data we get from other companies**" and "**Why do we collect and use your personal data?**".

To learn more about the receipt of personal information from and the sharing of personal information with business partners, please read the sections "**Personal data you give us**", "**Personal data we collect automatically**", "**Personal data we get from other companies**" and "**What third parties do we share your personal data with – and why?**".

To learn more about our security and retention procedures, please read the section of our Privacy Statement "**What security and retention procedures do we put in place to safeguard your personal data?**".

We may share certain pieces of your personal information with third parties, which under California law can be treated as a 'sale' of information. This may include information related to (A) Identifiers, (D) Commercial information, (E) Internet activity, (F) Geolocation data and (H) Inferences, as described above.

We may also share your personal information, listed above under A-I for 'business purposes', such as to service providers who assist us with securing our services, for payment purposes, customer support services, delivering marketing messages, or advertisements.

For more details, including the recipients of your personal information, you can check out the "**Personal data you give us**", "**Personal data we collect automatically**" "**Personal data we get from other companies**" and "**What third parties do we share your personal data with – and why?**" sections of our Privacy Statement.

California law provides you with certain rights, including the right to access specific pieces of personal information, to learn about how we process personal information, including disclose or sell personal information, the right to correct your personal information, request deletion of personal information, opt out of 'sales', opt out of sharing and not to be denied goods or services for exercising these rights.

You may exercise your right to opt out of 'sales' or 'sharing' by clicking on this [link](#) and following the instructions.

To exercise your right to request access to or the deletion of your personal information under California law, please submit a request via our [Data Subject Request Portal](#). To otherwise exercise these or any of your other rights under California law, or to raise any questions or concerns about this Privacy Statement and our practices, you can also contact us by telephone at 01 833 574 3225 or by email at dataprotectionofficer@rentalcars.com with the subject line: "California Resident Privacy Rights - Request".

If you are an authorised agent wishing to exercise rights on behalf of a California consumer, please contact us at the email above, attaching a copy of the consumer's written authorisation, designating you as their agent. We may need to verify your identity before completing your rights request by, for example, requesting information about your previous bookings with us.

Booking.com Transport Limited's services are not directed at children under the age of 16 years. Therefore, Booking.com Transport Limited does not knowingly sell the personal information of minors under the age of 16 years without appropriate consent, as required under the California Consumer Privacy Act (CCPA).

Booking.com Transport Limited has compiled the following statistics about the receipt and handling of requests identified as being submitted under the CCPA by consumers from California, for the period

between 1 January 2021 and 31 December 2021:

- Number of 'requests to know' that Booking.com Transport Limited received, complied with (wholly or in part) or denied: 31
- Number of 'requests to delete' that Booking.com Transport Limited received, complied with (wholly or in part) or denied: 65
- Number of 'requests to opt out of sales' that Booking.com Transport Limited complied with (wholly or in part) or denied: 1893
- Average number of days taken by Booking.com Transport Limited to substantially respond to requests to know, delete or opt out: 2.82 days

For US residents – excluding California residents. California residents see above.

If you live in the United States (other than California) the information in this section applies to you in addition to other content in this Privacy Statement. This section informs you of certain rights you have in various US States (other than California) which may be different from those described elsewhere in this Privacy Statement. If you are a resident of California, see directly above to learn more about your specific rights. In addition to those listed earlier in this Privacy Statement, the categories of personal data we may collect about you include:

A. Geolocation data (e.g. your physical location)

B. Sensitive Data (citizen or immigration status, data revealing your racial, ethnic origin, religious beliefs, mental or physical health diagnosis or sexual orientation - if provided by you)

C. Inferences (e.g. analytics and preferences)

If you would like more information about these categories, the specific types of personal data we collect, or the purposes for which we collect them, please read the sections of this Privacy Statement titled "**Personal data you give us**", "**Personal data we collect automatically**" "**Personal data we get from other companies**" and "**Why do we collect and use your personal data?**".

To learn more about the receipt of personal data from, and the sharing of personal data with, business partners, please read the sections "**Personal data you give us**", "**Personal data we collect automatically**", "**Personal data we get from other companies**" and "**What third parties do we share your personal data with – and why?**".

We may share certain elements of your personal data with third parties, which under US State privacy laws may be considered the sale of personal data. This may include information related to inferences and analytics. We may also share your personal data with service providers who assist us with delivering marketing messages, or advertisements.

For more details you can find more information about this in the "**Personal data you give us**", "**Personal data we collect automatically**", "**Personal data we get from other companies**" and "**What third parties do we share your personal data with – and why?**" sections of our Privacy Statement.

Your rights under privacy laws include the right of access to your personal data, the right to correct your personal data, the right to request deletion of your personal data and the right to obtain a copy of your

personal data. US State privacy laws provide you with certain additional rights which include the right to opt out of: the sale of your personal data, targeted advertising, and profiling which may have a legal impact on you.

Please visit our [Data Subject Request Portal](#). and fill out the form to exercise your right to request access to, obtain a copy of, and to correct or delete your personal data. To opt out of the sale of your personal data, targeted advertising or profiling, use the Preferences tab on the same form.

Please contact us with questions and concerns about this Privacy Statement and our practices, or to exercise any of your rights, by sending an email to dataprotectionofficer@rentalcars.com with the subject line: 'US Resident Privacy Rights - Request'.

If you are a parent, legal guardian, or the authorised agent of a consumer and you wish to exercise rights on behalf of a consumer, please contact us at dataprotectionofficer@rentalcars.com. We may need to verify your identity and authorisation before completing the rights request.

When you exercise your rights, we verify your identity based on whether the name and the email address you provide in the request matches the data you provided when using our services and other verification details. You may authorise another individual to exercise opt-out rights on your behalf. If we receive such a request, we will send an email to confirm that you authorised the person making the request to act for you.

Booking.com Transport Limited's services are not directed at children under the age of 16. Therefore, Booking.com does not intentionally collect the personal data of minors and we do not knowingly sell their personal data without appropriate consent.

South Korea

This section supplements our Privacy Statement and only applies if you reside in South Korea.

1. Items of personal information collected

For information about the items of personal information that we collect, please read the sections of our Privacy Statement titled "**Personal data you give us**", "**Personal data you give us about others**", "**Personal data we collect automatically**" and "**Personal data we get from other companies**".

2. Purposes of collection and use of personal information

For information about the purpose and use of the personal information that we collect, please read the sections of our Privacy Statement titled "**Why do we collect and use your personal data?**"

3. Period of retention and use of personal information

We'll keep your personal data for as long as is necessary to enable you to use our services or to provide our services to you (including maintaining any Booking.com user accounts you may have), to comply with applicable laws, resolve any disputes and otherwise to allow us to conduct our business, including to detect and prevent fraud and/or other illegal activities.

4. Delegation of processing to trustees and disclosure of personal information to third parties

Trustees	Purpose / Entrusted Duties
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Trustees	Purpose / Entrusted Duties
Payment Processing trustees	We use third parties to process payments, handle chargebacks or provide billing collection services. When a chargeback is requested for your journey reservation, either by you or by the holder of the credit card used to make it, we need to share certain reservation details with the payment service provider and the relevant financial institution so they can handle the chargeback. This may also include a copy of your reservation confirmation or the IP address used to make your reservation.
Customer support trustees	Personal information is shared with these trustees so that we can provide customer support services to you when you need us.
Market research trustees	We sometimes invite our customers to take part in market research. If you accept our invitation to participate, personal information will be collected, used and shared with trustees. These trustees help us to carry out this market research.
Advertising and marketing trustees	We share personal data, including your email address, with advertising partners as part of third party marketing services (to ensure that the relevant advertisements are shown to the right audience).We use techniques like hashing to enable your email address to be matched with an existing customer database, so it cannot be used for other purposes. For information on other personalised advertisements and your choices, please read our Cookie Statement .We use advertising partners, such as metasearch providers, to allow you to compare our offers with offers from other Online Travel Agencies (OTAs). When you make a reservation on Booking.com after using an advertising partner, we will share the details of that reservation with the partner.
Ground transportation Providers	In order to complete your journey reservation, we transfer relevant reservation details to the ground transportation provider you have booked with. This is one of the most essential things we do for you.Depending on the journey reservation and the ground transportation Provider, the details we share can include your name, contact and payment details, the names of the people accompanying you and any other information or preferences you specified when you made your journey Reservation.
Connectivity Providers	We provide details of your booking to connectivity providers on behalf of business/supply partners.Please note that certain ground transportation Providers may need us to share your personal data with a contracted Connectivity Provider in order to be able to finalise and administer your reservation. Connectivity Providers act on behalf of ground transportation Providers and help them to manage their reservations.

Trustees	Purpose / Entrusted Duties
Booking Holdings Inc.	Personal information is shared with companies in the Booking Holdings Inc. corporate group for the following purposes: To provide services (including to make, administer and manage reservations or handle payments); To provide customer service; To detect, prevent and investigate data breaches, fraud and other illegal activities; For analytical and product improvement purposes; To provide personalised offers or send you marketing with your consent or as otherwise permitted by applicable law; For hosting, technical support, overall maintenance and maintaining security of such shared personal information; To ensure compliance with applicable laws.

5. Destruction of personal information

When destroying personal information, Booking.com Transport Limited takes commercially reasonable and technically feasible measures to make the information irrecoverable or irreproducible.

Electronic documents or files containing personal information are permanently deleted using a technical method that makes recovery or retrieval impossible. Non-electronic documents or files containing personal information are shredded or incinerated.

Personal information is sometimes required to be kept beyond the period of retention and use as prescribed by applicable law. In these cases, this information will be stored or maintained separately from other items of personal information, to the extent technically possible.

6. Physical, technical and administrative measures for protecting personal information

In accordance with Article 29 of the Personal Information Protection Act, Booking.com is taking the following administrative, technical, and physical measures necessary to ensure the safety of your personal data:

a. Administrative measures: establishment of information protection and personal information protection policies and guidelines, minimisation and education of personal information handlers.

b. Technical measures: access control to personal information, storage, review and prevention of forgery of access records, encryption of personal information, installation of security programs.

c. Physical measures: Control of access to data centres.

7. Department for protection of personal information

If you have a request related to this Privacy Statement or your data subject rights, you may contact our Data Protection Office. This is the department responsible for the protection of personal information and related complaints:

Data Protection Office

+82 2 6323 8008

dataprotectionofficer@rentalcars.com

You may also use any of the addresses below to contact or consult your local authorities about personal information related matters:

- Privacy Infringement Report Center privacy.kisa.or.kr / 118
- Cyber Investigation Division, Supreme Prosecutors' Office www.spo.go.kr / 1301
- National Police Agency Cyber Security Bureau www.ctrc.go.kr / 182

8. Representative in Korea

Pursuant to the Act on the Promotion of the Use of the Information Network and Information Protection, the information regarding the domestic agent is as follows:

- Name and representative: Booking.com Korea Limited (Representative: Sunyoung Cho)
- Address, telephone number and e-mail address: 7F Gran Seoul, 33 Jongro, Jongro-Gu, Seoul, South Korea, +82 2 3483 3276, privacy.kr@booking.com.

Turkey

Customers from Turkey may also use the contact details set out below for requests related to this Privacy Statement:

The local representative for Booking.com Transport Limited. in Turkey is Ozdagistanli Ekici Avukatlık Ortaklığı, located at Al Zambak Sok No: 2 Varyap Meridian Grand Tower A Blok K: 32 D: 270 Ataşehir-İstanbul.

Brazil

As a customer in Brazil, you have certain rights under the Lei Geral de Proteção de Dados Pessoais ("LGPD"). These rights include:

- The right to confirmation of the existence of processing,
- The right to access to your data,
- The right to correction of incomplete, inaccurate or outdated data,
- The right to blocking or deletion of unnecessary personal data,
- The right to obtain a copy of personal data,
- The right to deletion of data when processed with consent,
- The right to information about public or private entities with which Booking.com Transport Limited shared your data,
- And, the right to information on the possibility of not providing consent and the consequences of denial, as well as the right to revoke consent.

In order to exercise your rights, please use the webform and/or contact details as set out under "**How can you control the personal data you have given us?**".

Booking.com Transport Limited (trading as Rentalcars.com) is located in the United Kingdom. As a globally operating company, when making use of our services your personal data can be transferred to locations outside of the UK & EEA. When transferring your personal data outside of the UK & EEA, we will apply appropriate safeguards to protect your personal data as required by the LGPD.

Please read under "**How do we treat the personal data of children?**" about how Booking.com Transport Limited processes personal data of children. As required under the LGPD, Booking.com Transport Limited will at all times consider the child's best interest when knowingly processing personal data of persons under the age of 18 years old.

China

Mandatory personal information

To use Booking.com Transport Limited services (through the Booking.com website or app) we need to collect certain types of personal information about you for a number of specific purposes. Some of this personal information is collected when you make a reservation and some of it is collected automatically when you visit Booking.com or use the app.

When you make a booking, you are (at a minimum) asked for your name and email address. We might also ask for your phone number, payment information, pick up and drop off address (when you book a car or airport transfer), flight number and date of birth (or age range for certain types of public transport tickets eg: senior ticket), and the names of any additional passengers.

We also use functional cookies that automatically collect personal information. These cookies are required for our websites and apps to function and they must be enabled in order for you to use our services. You can find out more about these functional cookies by reviewing the [consent management page](#).

All the information described above, including information collected through functional cookies, constitutes personal information which we need in order to provide you with our services, for the purposes described in the section of this Privacy Statement titled "**Why do we collect and use your personal data?**", specifically under the following paragraphs:

A - Bookings, B - Customer Service, C - Account Facilities, E - Communicating with you, G - Improving our services, J - Call monitoring, K - Promotion of a safe and trustworthy service, and L - Legal purposes.

We will ask for your consent before collecting mandatory personal information from you. If you don't grant consent for these necessary data processing activities, you will not be able to access or use our services.

Optional personal information

There are other instances where we collect optional personal information, which isn't required for us to be able to provide our services. This includes information we collect through analytical and marketing cookies.

We use optional personal information to provide you with our services described under the section of this Privacy Statement titled "**Why do we collect and use your personal data?**", specifically:

D - marketing activities,

F - market research,

I - customer reviews

We will ask for your consent before we collect any optional personal information. Even if you don't consent to the collection of this type of information, you will still be able to access and use our services.

Read more about the [personal data we collect](#).

List of SDKS

When using Booking.com services, you agree to the collection and/or processing of data by the following third party vendors, for the following purposes:

Vendor	Purpose of use and data collected
Appsflyer	Purpose of use: Advertising Data collected: Device information (may include device model, sensor information), location information
Huawei	Purpose of use: Push notifications Data collected: BSSID, IMEI, wireless network list, network type, network status, device model, SSID, AAID, mobile phone ID, application ID, application package name, server public network IP address Android permissions: READ_PHONE_STATE, WRITE_EXTERNAL_STORAGE, ACCESS_NETWORK_STATE, ACCESS_WIFI_STATE
Alipay	Purpose of use: Third-party payments Data collected: Device model, brand, manufacturer, device MAC address, IMSI, BSSID, wireless network, sensor information, IMEI, Android ID, hardware serial number, SIM card serial number Android permissions: ACCESS_NETWORK_STATE, ACCESS_WIFI_STATE, READ_PHONE_STATE, READ_EXTERNAL_STORAGE, READ_PHONE_STATE
Google	Purpose of use: Anonymous device tracking Data collected: Advertising ID (a unique, user-resettable ID for advertising – provided by Google Play services) Android permissions: AD_ID

Handling methods

Depending on the circumstances, your personal data and sensitive information is processed in different ways. Without limitation, these operations and handling methods include collection, recording, organisation, structuring, storage, use, dissemination or otherwise making available, alignment or combination, restriction and/or erasure or destruction of data.

Sensitive personal information

'Sensitive personal information' is any information that, if leaked or illegally used, could easily lead to the infringement of human dignity or cause harm to an individual or their property. When using Booking.com Transport Limited services, the following sensitive personal information may be collected by Booking.com Transport Limited or a third party vendor:

- Information necessary to process your payment (such as your bank account and payment card number provided by you or in your name);
- Information about minors, provided with the authorisation of the parent or guardian (see below for further information); and
- Location information, in order to show you city guides, ground transportation options in your current location or to give other recommendations.

We will ask for your consent before we collect sensitive personal information. However, where you voluntarily provide sensitive personal information, we will assume that you have given us consent to process the information within the context it was submitted.

For more information, please read the section of this Privacy Statement titled "[Why do we collect and use your personal data?](#)"

Children's personal information

In China, people under 16 years of age are not permitted to use Booking.com Transport Limited services through Booking.com. We only process personal information relating to children with the consent of their parents or legal guardians, or when the information is shared with us by the parents or legal guardians themselves.

If we become aware that we've processed the information of a child under 16 years old without the valid consent of a parent or guardian, we will delete it.

International transfer and recipients of personal information

To be able to provide our services, we will share your personal information with third parties. In many cases, your personal information may be transferred and stored outside of China in order to send the data to these third parties. We will collect your consent before making such a transfer. The reasons for the transfer, as well as the recipient categories for this personal information, are stated below. To be able to provide our services, your personal information will be shared with, processed and stored by third parties, which in many cases are located outside of China. We ask for your consent before making an international transfer.

In order to complete your reservation, we transfer relevant reservation details to the ground transportation company you have booked with. This is one of the most essential things we do for you. Depending on the reservation and the ground transportation provider, the personal information we transfer can include your name, contact and payment details, the names of the people accompanying you and any other information or preferences you've specified when you made your reservation.

Other recipients of your data may include Booking.com B.V., Booking Holdings Inc. corporate group, and our service providers. Read more under the section of this Privacy Statement titled "**How is your personal data shared within the Booking Holdings Inc. corporate group?**". For more information about other third party recipients, please see the section titled "**List of SDKS**".

In addition, we may transfer your data to third parties for purposes not required to provide our services. In that case, you can indicate whether or not you consent to such uses by [managing your consent](#).

[Read more about how data is shared with third parties and how we share your personal data with the Booking Holdings Inc. corporate group.](#)

Automated decision-making

Automated decision-making refers to the activity of using computer programmes to automatically analyse, assess or make decisions on the following: personal behaviours, habits, interests, hobbies, finance-, health-, credit- or other status.

We rely on personal information to make automated decisions, such as providing the best price for you, depending on where you are based. When you search our apps or website, for example to find an accommodation, a rental car or a flight, we process your IP address to confirm whether you are in the European Economic Area (EEA) or in another country. We do this to offer you the best price for the region (EEA) or country (non-EEA). This processing does not result in differential treatment of individuals in China.

Personalised recommendations

To improve your Booking.com Transport Limited experience, we provide personalised recommendation services, which make your search results more relevant to you. These results are ranked, by default, according to what we believe you will find most relevant. We do this based on your past searches and bookings, the composition of the group you're travelling with, where you are from and the actions you take during your search.

You can turn off personalised recommendations at any time. This can be done in the following places:

- If you are using the app, go to your 'Profile', followed by 'Settings' and then 'Personalisation'
- If you are on the web, go to 'Manage account', followed by 'Preferences'
- If you are not logged in, go to 'Manage your privacy settings' on the main page.

How to exercise your rights

If you have a Booking.com account, you can find the personal information we store about you in your account settings. This includes your name, email address, phone number, address and payment information. You can exercise your right to access, rectification or erasure, by viewing, changing or deleting this data at any time.

If you want to delete your account, you can also do this by going to account settings on the Booking.com website, clicking into the 'Security' section and selecting 'Delete account'.

In addition to the above, if you'd like to exercise your rights to access your data or for that data to be erased, to unsubscribe from email marketing or to withdraw the consent you have given us to process your personal information, please fill out our form: [Data Subject Request Portal](#).

To protect your personal information, we may need to verify your identity before completing your request. We will do this by asking you questions about your previous reservations with us. We will respond to your request within 15 working days, unless another time-frame is required by applicable laws.

To otherwise exercise these or any of your other rights under Personal Information Protection Law (PIPL), or to contact us with questions and concerns about this Privacy Statement and our practices, you can email us at dataprotectionofficer@rentalcars.com. Please use the subject line: "China PIPL Privacy Rights - Request".

Japan

This section supplements our Privacy Statement and only applies to customers based in Japan.

This section describes how we use and process your personal data and explains your particular rights under the Japanese law, namely the 'Act on the Protection of Personal Information' (APPI).

In the case of a conflict between the provisions of this section and other provisions in this Privacy Statement, the personal data of customers based in Japan will be processed according to the provisions set out in this section.

Sensitive personal information

'Sensitive personal information' is any personal information that can be the basis for discrimination or prejudice. When using Booking.com Transport Limited's services, sensitive information may be collected by Booking.com Transport Limited or a third party. For example, when making a booking, you might disclose information about a disability you have.

We will ask for your consent before we collect sensitive personal information. However, where you voluntarily provide other sensitive personal information, we will assume that you have given us consent to process that information within the context it was submitted.

Data sharing

To be able to provide our services, your personal information will be shared with, processed and stored by third parties as further described below under "**List of third parties**", many of which are located outside of Japan. We ask for your consent before sharing your personal information with such third parties.

In order to complete your reservation, we transfer relevant reservation details to the service provider you have booked. This is one of the most essential things we do for you.

Depending on the reservation and the service provider, the personal information we transfer can include your name, contact and payment details, the names of the people accompanying you and any other information or preferences you've specified when making your reservation.

In addition to the list of third parties provided, other recipients of your reservations may include Booking Holdings Inc. corporate group and our service providers.

Read more about [how your personal data is shared with Booking Holdings Inc. corporate group](#).

List of third parties

With your consent, we may disclose your personal data to third parties in the following categories and purposes, as permitted by the APPI. These can be located within or outside Japan, as described below.

Type of third party	Purposes of processing
Payment service providers View list of payment service providers	To help us process payments, handle chargebacks and/or provide billing collection services.
Advertising View list of advertising parties	To help advertise more relevant products and services to you.
Market research View list of market research parties	To help us carry out research, so that we can improve the products and services we offer.
Customer support View list of customer support parties	To provide support with requests, claims and queries in relation to your reservation or connected trip.

Type of third party	Purposes of processing
Connectivity providers View list of connectivity providers	To facilitate the transfer of your reservation details to the accommodation provider or attraction provider you have booked with.
Cloud providers View list of cloud providers	To help us to run the services we offer to you.

We take all the necessary steps to ensure the above third parties are selected based on their capacity to comply with Booking.com Transport Limited's privacy and data protection requirements and the applicable privacy and data protection laws, including the relevant international data transfer requirements.

To find out more about the measures and systems in place regarding the protection of personal information in the countries where the above third parties are based, please visit the website for [The Japanese Data Protection Authority](#) (the Personal Information Protection Commission, or PPC). There, you will find [issued investigations](#) regarding the system for the protection of personal information in certain countries and/or regions.

If you have any questions, please contact us by sending an email at dataprotectionofficer@rentalcars.com. Please use the subject line: 'Japan APPI - Data Sharing'.

Safety management measures

Booking.com Transport Limited takes its responsibilities for privacy and security seriously and implements appropriate technical and organisational measures to protect your personal information.

We have established and continue to maintain and apply a framework of policies and procedures to comply with all the privacy and data protection laws that apply to us. This includes organising recurring security and privacy awareness initiatives and training for employees and maintaining an inventory of information assets and processing activities.

We have also implemented physical safety management measures, to prevent theft of or damage to personal information, and technical security management measures, such as system access restrictions and authentication mechanisms. We take further measures to protect your data against data leakage and exfiltration, as well as accidental data destruction.

Booking.com Transport Limited requires that any third party it appoints has similar, but no fewer, security and organisation measures in place, so that your personal information is kept confidential and secure at all times.

For details of the measures we take for the safety of our customers' personal information, contact us at dataprotectionofficer@rentalcars.com Please use the subject line: 'Japan APPI - Safety management measures'.

How to exercise your rights

If you have a Booking.com account, you can find the personal information we store about you in your account settings. This includes your name, email address, phone number, address and payment information. You can exercise your right to access, rectification or erasure, by viewing, changing or deleting this data at any time.

If you want to delete your account, you can also do this by going to account settings on the Booking.com website, clicking into the 'Security' section and selecting 'Delete account'.

In addition to the above, if you'd like to exercise your rights to access your data or for that data to be erased, to unsubscribe from email marketing or to withdraw the consent you have given us to process your personal information, please fill out our form: [Data Subject Request Portal](#).

To protect your personal information, we may need to verify your identity before completing your request. We will do this by asking you questions about your previous reservations with us. We will respond to your request without undue delay.

To otherwise exercise these or any of your other rights under the APPI, or to contact us about this Privacy Statement, you can email us at dataprotectionofficer@rentalcars.com. Please use the subject line: 'Japan APPI Privacy Rights - Request'.